

ATLAS 95 MEN'S WOODS

The look and the feel of power are recognized instantly in the ATLAS 95. It's one of those unusual models that excite in a golfer a feeling of tremendous confidence. Turned from choice air-seasoned genuine Persimmon, the gracefully designed head of ATLAS 95 is large with a deep face. Fabulous beauty teams up with unequalled strength in the lustrous French walnut finish embellished by the handsome plastic back (except No. 5 wood which has brass back) and pressure-tempered fibre face insert with colorful panel inlay. In the ATLAS 95 is True Temper's famous Rocket Step-down shaft, whose "kick" and action have established it as an all-time favorite. Finally, there is the popular Rib Guide grip (built-in rib running down back) of selected two-tone black and brown leather—spiral grooved and perforated. ATLAS 95 available also in left-hand, but without plastic back. (No. 5 wood not available in left-hand.)

Set of 5 ATLAS 95 (Driver, Brassie, Spoon, Cleek, No. 5).....\$137.50
Set of 4 ATLAS 95 (Driver, Brassie, Spoon, Cleek).....\$110.00
Set of 3 ATLAS 95 (Driver, Brassie, Spoon).....\$82.50
Individual ATLAS 95 clubs.....\$27.50



PERSIMMON HEADS • Known throughout the ages for its rare qualities of hardness, strength, and surpassing beauty, genuine Persimmon—the American Ebony—is the proven wood for the finest of all golf clubs. And nowhere else are the attributes of genuine Persimmon so skillfully enhanced as in Grand Slams, by craftsmen renowned in their trade.

VENUS 65 LADIES' WOODS

The long line of excellent Ladies' Grand Slam woods is further enhanced with the introduction of VENUS 65—an ideal in looks and for playability. Of generous size, with medium deep face, the genuine Persimmon head of VENUS 65 has a rich Persian orange finish, white face insert with red and black panel inlays. The No. 5 wood has a brass back. The shaft is of True Temper's famous Meteor Step-down Ladies' pattern. Coral-colored fine leather grip with built-in Rib Guide feature—spiral grooved and perforated. VENUS 65 available also in left-hand.

Set of 5 VENUS 65 (Driver, Brassie, Spoon, Cleek, No. 5 Wood).....\$107.50
Set of 4 VENUS 65 (Driver, Brassie, Spoon, Cleek) \$86.00
Set of 3 VENUS 65 (Driver, Brassie, Spoon).....\$64.50
Individual VENUS 65 clubs.....\$21.50



Set of 9 VENUS 60 (2, 3, 4, 5, 6, 7, 8, 9, Putter).....\$130.50
Set of 8 VENUS 60 (2, 3, 4, 5, 6, 7, 8, 9).....\$116.00
Set of 5 VENUS 60 (3, 5, 7, 9, Putter) \$72.50
Individual VENUS 60 clubs (2, 3, 4, 5, 6, 7, 8, 9, putter, wedge) \$14.50

VENUS 60 LADIES' IRONS

Strong, and handsomely styled, VENUS 60 combines all the qualities essential to a truly fine iron. The head, adorned in the clean, mirror-like brilliance of LEVELUME plating, has the new heavy Crescent Flange back—designed to get the ball up quickly and on its way. The shaft is of True Temper's famous Meteor Step-down Ladies' pattern. Coral-colored fine leather grip with built-in Rib Guide feature—spiral grooved and perforated. VENUS 60 available also in left-hand—with concave Arch Flange.



ATLAS 90 MEN'S IRONS

Set of 9 ATLAS 90 (2, 3, 4, 5, 6, 7, 8, 9, Putter).....\$189.00
Set of 8 ATLAS 90 (2, 3, 4, 5, 6, 7, 8, 9).....\$168.00
Set of 5 ATLAS 90 (3, 5, 7, 9, Putter).....\$105.00
Individual ATLAS 90 clubs (1, 2, 3, 4, 5, 6, 7, 8, 9, Putter, Pitching Wedge, Wedge) \$21.00

Brand new for 1959, ATLAS is already acclaimed a sensation in modern iron club designing; an irresistible club—and one which will make you love to play your irons. The stainless head of ATLAS features center power weight concentration (traditional in top Grand Slam irons) in an artful design that promises to become famous as the power-behind-the-ball oval. Comparatively low in the heel and high at the toe, the Atlas blade is today's sharp-looking concept of the long-popular old Scotch-type blade. In the ATLAS 90 is True Temper's famous Rocket Step-down shaft, whose "kick" and action have established it as an all-time favorite. Finally, there is the popular Rib Guide grip (built-in rib running down back) of selected two-tone black and brown leather—spiral grooved and perforated. ATLAS 90 available also in left-hand, but with LEVELUME chrome-plated heads—not stainless—and concave Arch Flange back.

ATLAS 90C MEN'S IRONS

Identical to ATLAS 90 except heads are forged from fine carbon steel—not stainless—and LEVELUME plated.

Set of 9 ATLAS 90C (2, 3, 4, 5, 6, 7, 8, 9, Putter) \$171.00
Set of 8 ATLAS 90C (2, 3, 4, 5, 6, 7, 8, 9).....\$152.00
Set of 5 ATLAS 90C (3, 5, 7, 9, Putter).....\$95.00
Individual ATLAS 90C clubs (1, 2, 3, 4, 5, 6, 7, 8, 9, Putter, Pitching Wedge, Wedge).....\$19.00

GRAND SLAM
Golf Clubs

ENDURO STAINLESS STEEL is "the premier metal for iron golf heads"
• Stainless is **STRONG!**—Stronger than ordinary steel • Stainless steel is **TOUGH!**—It resists scuffing, scratching, and denting • Stainless is **RESILIENT!**—It has the right "spring" and "feel" • Stainless steel is **EASY TO CLEAN** • Stainless heads are **SOLID stainless!** They won't chip, rust or pit... can always be re-polished to new-like finish.

THOR 85 MEN'S WOODS

One of the most beautiful of all wood club models. The deep-faced, powerful head of THOR 85, with smooth edges and flowing lines, is a splendid example of modern design at its best. Adorning the ageless beauty and ivory hardness of genuine Persimmon is the striking Persian orange finish and keystone-shaped, white fibre face insert with red and black panel inlays. Right hand only. The shaft is of True Temper's famous Meteor Step-down pattern. Coral-colored fine leather grip with built-in Rib Guide feature—spiral grooved and perforated.

Set of 5 THOR 85 (Driver, Brassie, Spoon, Cleek, No. 5).....\$107.50
Set of 4 THOR 85 (Driver, Brassie, Spoon, Cleek) \$86.00
Set of 3 THOR 85 (Driver, Brassie, Spoon).....\$64.50
Individual THOR 85 clubs.....\$21.50



Set of 9 THOR 80 (2, 3, 4, 5, 6, 7, 8, 9, Putter).....\$130.50
Set of 8 THOR 80 (2, 3, 4, 5, 6, 7, 8, 9).....\$116.00
Set of 5 THOR 80 (3, 5, 7, 9, Putter).....\$72.50
Individual THOR 80 clubs (1, 2, 3, 4, 5, 6, 7, 8, 9, Putter, Wedge) \$14.50

THOR 80 MEN'S IRONS

THOR is an eye-catching iron club beauty, comparable in looks to the costliest irons made. The head, adorned in the clean, mirror-like brilliance of LEVELUME plating, has the new heavy Crescent Flange back—designed to get the ball up quickly and on its way. The shaft is of True Temper's famous Meteor Step-down pattern. Coral-colored fine leather grip with built-in Rib Guide feature—spiral grooved and perforated. Right hand only.



HILLERICH & BRADSBY COMPANY, INC., LOUISVILLE, KENTUCKY
Made by the Makers of Famous Louisville Slugger Bats

RIB GUIDE GRIPS • The grips of all popular RIB GUIDE built in. This very useful feature—a rib that runs down the back of the grip—has a comfortable feel and helps to guide the hands and fingers into proper gripping position.

LENGTHS OF ALL MODELS • Men's woods are based on 41 1/2" only. Ladies' woods are available in 43" only. Ladies' except MARS 75 and left hand woods, which are based on 42 1/2" and 43" driver, woods match 37 1/2" No. 2 iron. Ladies' irons match 38 1/2" No. 2 iron. Ladies' irons match 38 1/2" No. 2 iron. Ladies' irons match 38 1/2" No. 2 iron.

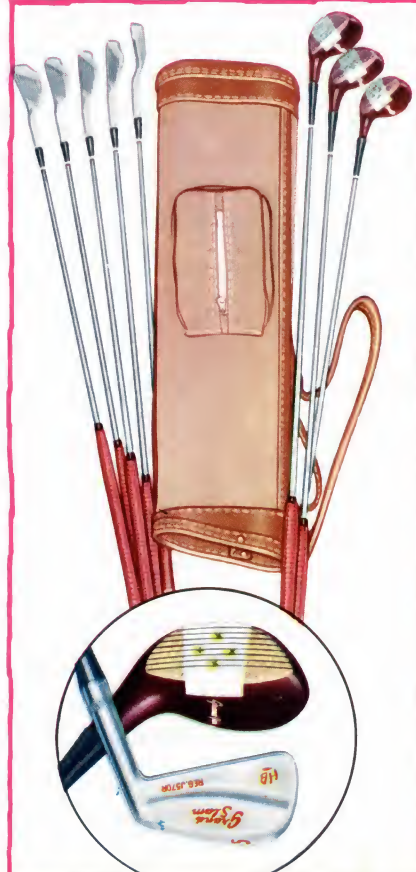
MODELS AVAILABLE IN LEFT-HAND • Men's wood models ATLAS 95 and MARS 65 are available in left-hand. Venus 75 and Ladies' wood model MARS 75 are available in left-hand. Venus 65 and Ladies' wood model MARS 75 are available in left-hand. Venus 65 and Ladies' wood model MARS 75 are available in left-hand. Venus 65 and Ladies' wood model MARS 75 are available in left-hand.

Junior Grand Slams, described below, are not toys—they are of excellent quality and construction and are designed especially to meet the particular requirements of young boy and girl golfers. **RIGHT HAND ONLY.** Genuine Persimmon head of medium size and depth. Attractive Mahogany metallic finish with white keystone face insert. True Temper's Star Maker shaft with red Rib Lock grip. Set of 3 JUNIOR WOODS (Driver 39", Brassie 38 1/2", Spoon 38").....\$39.00 Individual JUNIOR WOOD CLUBS.....13.00 Heads forged from carbon steel with Pyramid Flange back and Levelume chrome-plated. True Temper's Star Maker shaft with Rib Lock grip. Set of 5 JUNIOR IRONS (2-35 1/2", 5-34", 7-33", 9-32 1/2", Putter-31 1/2").....\$45.00 Individual JUNIOR IRONS clubs.....9.00

JUNIOR GRAND SLAMS

The Junior Outfit contains Brassie, No. 2 iron, No. 5 iron, Putter, and Junior bag. No other combination of Junior items is available in this outfit. JUNIOR OUTFIT.....\$44.00

JUNIOR OUTFIT



MARS 75 MEN'S WOODS

Turned from genuine air-seasoned Persimmon, the large, strong head of MARS 75 has an attractive Mahogany metallic finish with pressure-tempered red fibre face insert. Equipped with the Century shaft by True Temper and two-tone red and black leather Rib Guide grip with spiral groove and perforations. MARS 75 available also in left-hand. Set of 4 MARS 75 (Driver, Brassie, Spoon, Cleek).....\$60.00 Individual MARS 75 clubs.....15.00

MARS 70 MEN'S IRONS

A sterling performer, MARS 70 has strength, durability, and good looks of a very reasonable cost. LEVELUME plated, the head has the conservative and sound Arch Flange back, where the weight is center powered. Equipped with the Century shaft by True Temper and two-tone red and black leather Rib Guide grip with spiral groove and perforations. MARS 70 available also in left-hand— with wide, straight flange back. Set of 9 MARS 70 (2, 3, 4, 5, 6, 7, 8, 9, Putter).....\$90.00 Set of 8 MARS 70 (2, 3, 4, 5, 6, 7, 8, 9).....80.00 Set of 5 MARS 70 (3, 5, 7, 9, Putter).....50.00 Individual MARS 70 clubs (2, 3, 4, 5, 6, 7, 8, 9, Putter, Wedge).....10.00

TROY 55 LADIES' WOODS

Turned from genuine air-seasoned Persimmon, the large, strong head of TROY has an attractive Mahogany metallic finish with pressure-tempered red fibre face insert. Equipped with the Century shaft by True Temper and two-tone red and black leather Rib Guide grip with spiral groove and perforations. TROY 55 (Driver, Brassie, Spoon, Cleek).....\$60.00 Set of 3 TROY 55 (Driver, Brassie, Spoon).....45.00 Individual TROY 55 clubs.....15.00

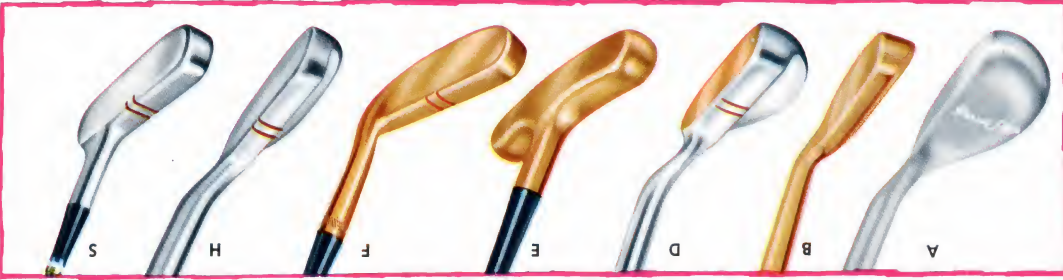
TROY 50 LADIES' IRONS

A sterling performer, TROY has strength, durability, good looks—and at a very reasonable cost. LEVELUME plated, the head has the conservative and sound Arch Flange back, where the weight is center powered. Equipped with the Century shaft by True Temper and two-tone red and black leather Rib Guide grip with spiral groove and perforations. Set of 9 TROY 50 (2, 3, 4, 5, 6, 7, 8, 9, Putter).....\$90.00 Set of 8 TROY 50 (2, 3, 4, 5, 6, 7, 8, 9).....80.00 Set of 5 TROY 50 (3, 5, 7, 9, Putter).....50.00 Individual TROY 50 clubs (2, 3, 4, 5, 6, 7, 8, 9, Putter, Wedge).....10.00

SPECIAL PUTTERS

All special putters equipped with True Temper chrome-plated shafts. MODEL A—Aluminum mallet-type head of shallow depth with offset neck, Rib Guide leather grip—fancy perforated and spiral-grooved—flat on top side. Right-hand only.....\$14.50 MODEL B—Bronze head of shallow depth, wide top edge with wide bevel and slanting back to wide sole. Very long hozer. Fancy perforated, spiral grooved Rib Guide leather grip that is flat on top side. Right-hand only.....\$14.50 MODEL D—Bronze head—with bright LEVELUME plating except for face—of mallet type; shallow depth and gooseneck. Fancy perforated Rib Guide grip that is flat on top side—spiral grooved Right-hand only.....\$14.50 MODEL E—Shallow bronze head with shallow, thick, two-way spiral grooving. Equipped with perforated Rib Guide leather grip—flat on top side— with spiral grooving.....\$14.50

MODEL S "TWO WAY"—Shallow steel head—unbuffered LEVELUME plating—with wide top edge and designed so that it might be used by either right- or left-handed golfers. Fancy perforated Rib Guide leather grip—flat on top side— with spiral grooving.....\$14.50 MODEL H—Steel head with LEVELUME chrome finish. Shallow, thick blade with wide top edge and very wide flange sole—gooseneck. Leather Rib Guide grip, flat on top side, fancy side. Right-hand only.....\$14.50 MODEL F—Short, shallow, wide bronze blade with gooseneck offset. Equipped with red rubber, pistol-style grip—flat on top side. Right-hand only.....\$14.50



AUXILIARY CLUBS SUPER CLEEK (Special No. 5 Wood)—a great club for a snug lie when distance is needed. Small, pear-shaped head with shallow face and with several degrees more loft than a standard No. 4 wood. Select, air-seasoned genuine Persimmon head with brass back. Has splendid justous French walnut finish with panel inlay face insert—black with red and white panels—of pressure-tempered fibre. True Temper ROCKET Step-down shaft. Black perforated leather Rib Guide grip—spiral grooved—with tan stripe. Right-hand only. Men's specifications only.....\$27.50 CHIFFER—This handy approach iron was designed expressly for run-up shots from off the edge of the green. Same length as putter; has upright lie and slightly lofted face. LEVELUME chrome-plated flange sole head with shallow blade. True Temper METEOR Step-down chrome-plated shaft. Rib Guide fancy perforated leather grip with spiral grooving.....\$14.50 PITCHING WEDGE—A very effective club for pitching to the green—ball stops fast. Deep, lofted (more than No. 9 iron) head with wide sole. . . . Bright LEVELUME plating on head. Spiral grooved, fancy perforated leather Rib Guide grip. Right-hand only. Men's specifications only.....\$14.50 No. 1 irons are available in right-hand only—and only in models ATLAS 90, ATLAS 90C, and THOR 80.

LEVELUME PLATING, the finest possible plating for iron golf heads, is the latest feature that's been added to the excellence of Grand Slam iron clubs. LEVELUME is a heavy, bright, nickel chrome and is more corrosion-resistant than any other plating—it has a smooth, neat, handsome look and it's long-lasting!

THE HEAD DESIGNS OF THE TROY 50 IRONS AND THE TROY 55 WOODS ARE THE SAME AS THE MARS 70 AND 75 RESPECTIVELY.

